

PTO/SB/21 (09-04)

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number	09/628,569	
Filing Date	7/31/2000	
First Named Inventor	Haber	
Art Unit	3627	
Examiner Name	Rudy, Andrew J	
Total Number of Pages in This Submission	22	Attorney Docket Number

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NOV 02 2004

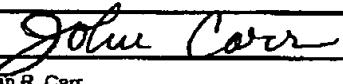
ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
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<input checked="" type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

Remarks

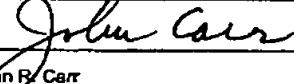
(1) Response w/ substance of the interview
(2) Declaration under CFR 1.131

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Carr & Associates		
Signature			
Printed name	John R. Carr		
Date	November 1, 2004	Reg. No.	42,390

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	John R. Carr	Date	November 2, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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IN THE UNITED STATES**PATENT AND TRADEMARK OFFICE**

APPLICANTS: Haber, Jeff

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SERIAL NO.: 09/628,569

NOV 02 2004

FILING DATE: July 31, 2000

TITLE: "Directing Internet Shopping Traffic and
Tracking Revenues Generated as a Result Thereof"

EXAMINER: Andrew J. Rudy

GROUP ART UNIT: 3627

ATTY. DKT. NO.: 04910

COMMISSIONER FOR PATENTS
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***AMENDMENT AND RESPONSE TO OFFICIAL ACTION
ALONG WITH SUBSTANCE OF THE INTERVIEW STATEMENT***

AMENDMENT TO THE ABSTRACT

Sir,

The Examiner has objected to the abstract of the disclosure. Therefore, please discard the existing abstract and replace it with the following abstract:

A method for providing internet traffic for on-line shopping by providing a segment of video content in a first portion of a display with a number of products featured in the segment which a user may purchase; simultaneously providing a still image in a second and separate portion of the display, which corresponds with a frame in the segment of video content and contains a number of user selectable areas, each user selectable area showing one of the